Wine and quality. A cluster analysis to assess certain representative aspects relating to the quality

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Abstract

This research, in which the technique of Cluster Analysis is used, will provide information on how wine producers can evaluate certain characteristics (variables) of their product more widely associated as indicative of quality. The analysis identified homogeneous groups containing within them other, related variables, which can be considered similar. Those attributes which are by themselves most representative of the product's quality are also highlighted. Finally, the cluster analysis made it possible to comment on the behaviour of producers, and looking at how they seek to meet market expectations based on their knowledge of customer's habits in the buying and consuming of wine.